

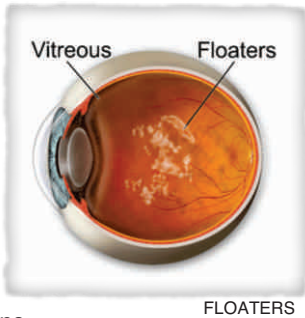
# Seeing Floaters or Flashes?

Dr. Bellisario explains why you see them and when your optometrist should have a look at them



## What Are Floaters?

Floaters are dark specks in the form of dots, circles, lines, or cobwebs that seem to move across your field of vision. They are most noticeable when you are looking at a light-coloured background, such as a clear sky or a white wall. Floaters come in many sizes and numbers, and they seem to move when you look in different directions.



cataract operation or an eye injury, have a higher risk of retinal tears and retinal detachment.

## How Do I Know If The Floaters Are Signs Of A Problem?

You will need a dilated eye exam by an optometrist or ophthalmologist. He or she will pay particular attention to the hard-to-see areas of the retina, to determine whether the floaters are serious and due to a retinal tear that needs to be repaired. If you notice the sudden appearance of new floaters you should see your optometrist.

## What Can I Do About Floaters?

Floaters may sometimes interfere with your vision, especially when you are reading. If a floater appears right in your line of vision, move your eye around. This makes the vitreous swirl around and moves the floater out of the way. Looking up and down rather than from side to side causes different currents inside the eye and may help to get the floater out of the way. (Surgery is almost never needed specifically for floaters.)

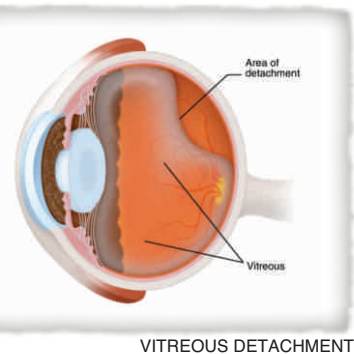
## What Causes Floaters?

Floaters are small clumps of visible material within the vitreous (the clear gel that fills the inside of your eye). Although floaters seem to be in front of you, they are actually floating within the vitreous. The retina sees them as shadows. As we get older, the vitreous liquefies and shrinks and may eventually separate from the retina. As this separation occurs, floaters may appear with or without the presence of flashing lights. At first, floaters can be annoying, but your brain may slowly learn to ignore them. You will still notice them from time to time.

Most of the time, the vitreous separates from the retina as a natural process, without any problem. However, in some people, the vitreous remains attached to parts of the retina, causing the retina to tear as the vitreous separates from it. There may be some bleeding into the vitreous associated with a retinal tear, which results in a new shower of floaters.

Tears in the retina should be repaired right away. A retinal tear can develop into a retinal detachment, which is a serious threat to vision. Retinal tears can usually be repaired without a hospital stay, but retinal detachments require a major procedure. Certain people, such as those who are nearsighted and those who have had a

**Comments or Suggestions?** We'd love to hear from you! Email us at: [fpmordenmarketing@mts.net](mailto:fpmordenmarketing@mts.net) OR "Like" us on Facebook to keep up with what's happening in our office.

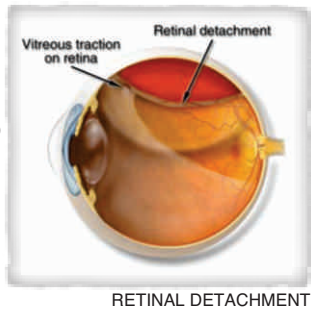


## What Are Flashing Lights?

When flashing lights occur you may think that you see lights going on and off, especially off to one side. These tend to happen in only one eye at a time, even when your eye is closed.

## What Causes Flashing Lights?

The vitreous sometimes pulls on the retina. This may cause you to see flashing lights or lightning streaks, even though there aren't any such lights present. The same thing occurs when you get hit in the eye and "see stars" or when you rub your eye. When the vitreous separates from the retina, you may see flashing lights intermittently, for up to 6 weeks.



## How Do I Know If The Flashing Lights Are Signs Of A Problem?

Most of the time the vitreous separates from the retina without causing any symptoms. Sometimes, however, there is a sudden occurrence of flashing lights with or without new floaters. If this happens, you should see your optometrist right away for a thorough retinal exam.



### Hours of Operation

**May to August**  
Mon. - Wed. 8:00 am - 5:30 pm  
Thursday 8:00 am - 8:00 pm  
Friday 8:00 am - 5:30 pm

**September to April**  
Mon. - Wed. 8:00 am - 5:30 pm  
Thurs. 8:00 am - 8:00 pm  
Friday 8:00 am - 5:30 pm  
Saturday 9:00 am - 12:00 pm

### OPTOMETRISTS

Dr. Earl Lautenschlager   Dr. Tio Bellisario   Dr. Crystal Henderson   Dr. Cynthia Magarrell   Dr. Brooks Barteaux   Dr. Carmen Recksiedler

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Recipient of the Manitoba Chamber of Commerce 2011 Outstanding Small Business of the Year Award

Only an Optometrist Knows Your Eyes Inside and Out.



FALL 2012



**25% off ALL FRAMES** and in-stock sunglasses

with an emphasis on *Fashion Italia!* a little MORE Italy...

**SAVE 50% off** your 2nd set of Zeiss lenses!

Focal Point brings you "A Little Italy" with a focus on Fashion Italia... and the introduction of frame fashions from Europe, not available before anywhere else in Canada. One of our favourite frame suppliers Georges et Phina has made arrangements for the special release of exclusive frame lines for our show only!

In keeping with our Italian theme, De Luca Bros. deli will provide refreshments. Also



look for homemade Italian treats! Don't forget to enter to win one of our door prizes; Italian cooking lessons or a wine-tasting session at De Luca's, or the grand prize of a Cappuccino/Espresso machine!



*Molto Delizioso*

**2 Days Only!**

THURSDAY **October 11** 9am-8pm

FRIDAY **October 12** 9am-8pm

Visit our website or Facebook page for more details!

[www.focalpointmorden.com](http://www.focalpointmorden.com)

**Interested in a little pre-shopping?** (See page 2)

Let our staff of "Visionistas" help you choose a "bella" new look!

Ask about Zeiss's Computer Lens Options. Perfect for long hours at the computer.

## A lens to suit you



### ZEISS Progressive Individual 2 Personalized Lenses

Your vision is unlike anyone else's. Your prescription, the frames you choose, and even the way your eyewear is positioned on your face affect how well your progressive lenses perform for you. Most progressives are designed to meet the vision needs of many people. The new version of the Zeiss Progressive Individual 2 can be custom-designed, like a tailor-made suit, to meet

the vision needs of just one person: YOU. What does that mean? It means when we order your lenses, we can enhance either your near, intermediate or dynamic viewing zones to suit your needs. For the first time, we can actually specify which zone you need to be more generous. You'll enjoy outstanding vision for all distances, with extra vision support where you need it the most!

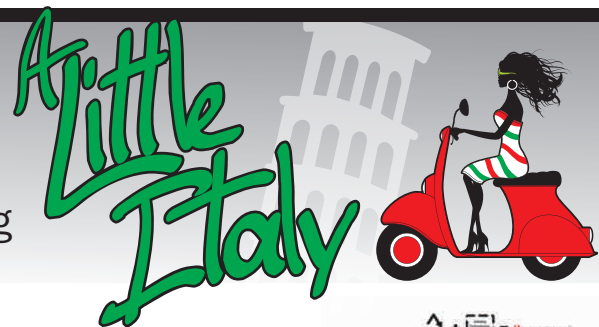
Let us show you how, together with Zeiss, we can build a better lens for you! Learn more at: [www.zeiss.com/individual](http://www.zeiss.com/individual)

**MORE DETAILS INSIDE**





A sneak peek at the frames featured during



**glossi**  
See the fun!  
Glossi is made of strong, flexible translucent plastic polymer that is glossy, light weight, durable and comfortable to wear. The frame front is hand-stitched to the top bar of a different colour using nylon string. This dual colour combination creates a third visual dimension to the eyewear with unique see-through overlapping colour effects.

Derapage is an Italian-made line familiar to our patients. "A Little Italy" will introduce their latest materials and award winning new styles.



Munic Eyewear has a creative approach to design with their "twinstyle" concept in frames. Each model is available in either a metal or plastic version. One style - two variations!



FIND YOUR FASHION  
*"Inspiration Italia"*  
AT THESE WEBSITES!

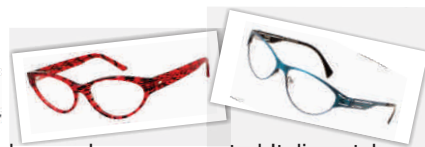
- www.glossieyewear.com
- www.linkskin.com
- www.georgesetphina.com
- www.derapage-eyewear.com
- www.municeyewear.com
- www.gold-and-wood.com



### "Linkskin: First eco-friendly eyewear"

Linkskin uses recycled materials to reduce adverse environmental impacts and advocates corporate social responsibility and awareness. Linkskin is a frame constructed without soldering, screws or hinges; it strives to create environmentally friendly eyewear that is recycled, recyclable and RoHS compliant with international environmental protection standards through the adoption of eco-friendly processes in the production cycle.

**VANNI**



For twenty years the brand name has represented Italian style and design to the world of eyewear. VANNI is a trend-setter of taste, an innovator in constructional technique and an unceasing pursuer of enhanced quality and comfort. "A Little Italy" will showcase the very latest styles from Vanni.



Gold & Wood is a line of exquisite hand-made frames. You have to see and touch these frames to appreciate the craftsmanship and materials involved in making these gold, wood and horn frames.

### A Float of Note

Once again our office enjoyed being part of the Morden Corn and Apple Festival Parade in August.



A special thank you to Morden Nurseries for loaning us greenery for our float, as well as to **Gil Wiebe** for the use of the trailer. Thanks to our enthusiastic staff for their hard work. Our "A Little Italy" float entry won for "Most Crowd Appeal".



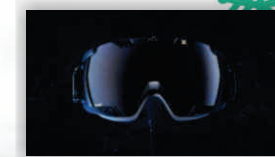
## The mountain takes on a whole new perspective



Focal Point's boarding and skiing patients will be happy to know we can now equip you with the most advanced optics and GPS technology of The ZEAL Z3 GPS Goggle. The lenses offer proprietary One-Lens™ technology that incorporates a polarized filter that not only cuts 99.9% of glare from the sun and slopes to reduce

eye fatigue, but also automatically adjusts to varying light levels, going from a light yellow tint in low light, to a dark rose/brown tint in brighter light. The Zeal Blend™ lens tint enhances contrast and slope definition comes alive, making your skiing adventure remarkable. But these goggles go far beyond having a good lens...

Their GPS feature takes speed, distance, altitude, vertical odometer, chronometer, time, temperature, run counter, and jump stats!



No Fog lens treatment and passive AirFlow system brings cooler outside air in.

\*Watch this video to see these goggles in action!  
<http://youtu.be/F9u1mUlK8qg>



## Focal Point's doctors and staff attend Vision Expo West in Las Vegas



(left) Dr. Lautenschlager gets a chance to "demo" a hand-held slit lamp on Dr. Bellisario



(middle) Staff check out some of the many eyewear displays.



(far right) Some of our staff ready to enjoy the sights of Vegas.



It was an opportunity to take in one of the largest ophthalmic conference and expos and see the full spectrum of medical, diagnostic, lab and practice management ideas...and the latest trends in eyewear fashion.

## Donations at work in the Philippines



Focal Point continues to forward donated glasses to mission projects in the Philippines. Pictured above, recipients of a recent donation of glasses, Pathway Mission Project. Dr. Lautenschlager recently donated an optometric slit lamp, and a Bausch and Lomb Keratometer to be used overseas as well.

## GOOD FOR YOU!

You're protecting your eyes and preserving your vision!

- You eat plenty of nutrient rich foods like leafy green vegetables, cold water fish, and orange vegetables ([www.eyefoods.com](http://www.eyefoods.com))
- You complement your diet with Vitamins A, C and E and fish oil capsules.
- You wear protective eyewear when working in dusty or dirty environments or around harmful chemicals
- You wear sunglasses year round to protect your eyes from the sun's damaging UV rays
- You wear sports goggles/eyewear
- You see your Optometrist for eye health exams
- You adhere to proper contact lens procedures and adhere to your professional's follow up appointments
- You never share eye cosmetics
- You get plenty of sleep
- You avoid rubbing your eyes
- You don't smoke, which increases the severity of macular degeneration
- You maintain a healthy weight. (Diabetes can potentially cause problems of the retina - even vision loss.)

## Look, See, Learn!

October is Eye Health Month. The Canadian Association of Optometrists recommends a visit to your child's optometrist at 6 months, at age 3 and in advance of entering school.

We offer your child's initial Optomap scan at no charge. It's another "first" for your child, and it's our gift because it's that important!

